



36/22

PATENT
02-346-B

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Mittman et al.

Examiner: Yehdega Retta

Serial No.: 09/922,425

Group Art Unit: 3622

Title: MEDIA PURCHASE GOAL
CORRELATION SYSTEM

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Name

**RESPONSE TO OFFICE ACTION 5
REQUEST FOR RECONSIDERATION**

In response to the Office action mailed 4/1/2005 the Applicant submits the following:

A Listing of Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.

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